



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: July 7, 2010

FR: Executive Director

W.I.: 1112

RE: Contract Amendment and Contracts - Design and Production Services for *Transactions* Newsletter, MTC/BATA Annual Report and other projects in FY 2010-11:

- i) Finger Design Associates, Oakland, CA (\$150,000)
- ii) Patricia Bruning Design, Berkeley, CA
- iii) L Studio, Sausalito, CA
- iv) Traverso Santana Design, Piedmont, CA
- v) Visual Strategies, San Francisco, CA

In June 2009, MTC issued a Request for Qualifications (RFQ) for Design Services, with the goal of selecting a primary consultant for our flagship publications and establishing a pool of designers eligible to work on future print, signage, logo/branding, display, and web design and other electronic communication projects. The outside design consultants supplement MTC's in-house graphics team to keep high-profile publications and other projects on track and augment our in-house skills and expertise. The services initially were to be provided in FY 2009-10, with the option of renewing for two additional years, through June 2012.

In October 2009, the Committee approved the staff recommendation to select Finger Design Associates, Oakland, CA, to serve as the principal design firm, based on their superior samples, their extensive experience in the public sector, and competitive hourly fees. The FY 2009-10 contract was for \$150,000. We are recommending that the Committee renew the contract for the FY 2010-11, in an amount not to exceed \$150,000.

As was the case in October 2009, we are also recommending that the Committee approve the same five firms to form a pre-qualified list of designers to handle other miscellaneous projects on an as-needed basis:

- i. Finger Design Associates, Oakland, CA
- ii. Patricia Bruning Design, Berkeley, CA
- iii. L Studio, Sausalito, CA
- iv. Traverso Santana Design, Piedmont, CA
- v. Visual Strategies, San Francisco, CA

During FY 2009-10, MTC used L Studio for its OneBayArea branding at a price of \$20,000.

Potential miscellaneous projects for FY 2010-11 include:

1. Redesigning MTC's Web sites.
2. Creating various publications and brochures.
3. Enhancing MTC's use of social media.
4. Support for MTC's climate change outreach efforts, and for the SB 375 process.
5. For BATA, developing materials documenting the East Span project.
6. Other projects yet to be determined.

The FY 2010-11 agency budget for design services is \$200,000, which may be augmented by BATA funds. The Committee is requested to (1) authorize the Executive Director to negotiate and enter into a contract amendment with Finger Design Associates in an amount not to exceed \$150,000 for FY 2010-11, and (2) to establish a panel of pre-qualified firms for miscellaneous design projects in FY 2010-11 with a total amount not to exceed \$50,000.

Steve Heminger

SH BK:bk

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.: 1112

Consultant(s): Finger Design Associates, Oakland, CA

Work Project Title: Design and Production Services – Principal Designer & Pool Designer

Purpose of Project: Serve as principal designer: Provide design and production services for *Transactions* and the annual report during FY 2010-11; provide design services for miscellaneous projects as needed; option to renew for one additional year through June 2012.

Brief Scope of Work: Art direct quarterly newsletter and annual report, secure photos and illustrations, provide production services, conduct press checks and other tasks as directed. Undertake miscellaneous projects as directed.

Project Cost Not to Exceed: \$150,000 FY 2010-11 funding

Funding Source: TDA and BATA

Fiscal Impact: Project is included in MTC FY2010-11 budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Finger Design Associates to provide design and production services for *Transactions*, the annual report and other miscellaneous design projects through June 2011, and the Chief Financial Officer is directed to set aside funds up to \$150,000 for such contract amendment.

Administration Committee:

Tom Bates, Chair

Approved: Date: July 14, 2010

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contracts

Work Item No.: 1112

Consultant(s):

- Patricia Bruning Design, Berkeley, CA
- L Studio, Sausalito, CA
- Traverso Santana Design, Piedmont, CA
- Visual Strategies, San Francisco, CA
- Finger Design Associates, Oakland, CA

Work Project Title: Design and Production Services – Pool Designers

Purpose of Project: Provide back-up design and production services in FY2010-11, with the option of renewing for one additional year.

Brief Scope of Work: To be determined, as design and/or production services are required.

Project Cost Not to Exceed: \$50,000 total; individual project costs to be determined.

Funding Source: TDA and BATA

Fiscal Impact: TBD

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into contracts with individual consultants not to exceed a total of \$50,000 cumulating, with one or more of the design firms on the above list, to provide design and production services through FY2009-10, subject to the availability of funds.

Administration Committee:

Tom Bates, Chair

Approved: Date: July 14, 2010